

IOWA COLLEGE STUDENT AID COMMISSION
MINUTES OF MEETING
September 1, 2016
4:00 p.m.

Members Present:

Janet Adams
Crystal Ford
Doug Shull
Karolyn Wells

Michael Ash
Katie Mulholland
Jeremy Varner
Cindy Winckler

Members Absent:

Amy Brace
Frederick Moore
Tim Kraayenbrink

Roger Claypool
Tedd Gassman
Herman Quirmbach

Staff Present:

Karen Misjak
Christina Sibouih

Elizabeth Sedrel
Ashley Wendt

AG Present:

Emily Willits

Guests Present:

Matt Brown
Angela Carlson
Dave Epley

Iowa Student Loan
Capri College
Legislative Services Agency

Call to Order

The Iowa College Student Aid Commission met for a special meeting on September 1, 2016 via telephone conference call. Commission Chair Adams called the meeting to order at 4:00 p.m.

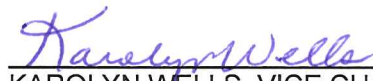
FAFSA Media Campaign

Ms. Sibouih said a core component of Iowa College Aid's CACG- funded programming focuses upon outreach activities around the Free Application for Federal Student Aid (FAFSA). Staff has identified a targeted outreach campaign through a variety of media to raise awareness about the FAFSA and the new changes regarding the early filing and utilization of tax information from the 2015 tax year which is what allows the early filing. Ms. Sibouih said staff is requesting Commissioners to authorize the Executive Director to contract with Amperage Marketing for the production and media placement of a targeted FAFSA media campaign to run prior to October 1, 2016. The cost for this project is \$97,961.14.

Motion: Commissioner Shull moved to authorize the Executive Director to contract with Amperage Marketing for the production and media placement of a targeted FAFSA media campaign to run prior to October 1, 2016. Commissioner Mulholland seconded the motion which passed unanimously.

Commission adjourned at 4:12 p.m.


JANET ADAMS, CHAIR


KAROLYN WELLS, VICE CHAIR